



# STATE OF CONNECTICUT

## Governor's Council for Agricultural Development MARKETING WORKING GROUP



### MINUTES OF MEETING HELD JANUARY 9, 2014

Connecticut Department of Agriculture  
165 Capitol Avenue, Hartford, CT 06106

#### I. CALL TO ORDER

Jim Guida, working group co-chair, called the meeting to order at 12:39 p.m. In addition to co-chairs Allyn Brown and Peter Orr, other working group members present were Sarah Bishop DellaVentura (Bishop's Orchard), Kay Carroll (Maple Syrup Producers Association of Connecticut), Steve Domyan, MetroCrops, Kevin Donahue (formerly Imperial Nurseries), Rosemary Bove (Connecticut Office of Tourism, representing Randy Fiveash), Perry Hack, Two Guys from Woodbridge), and Peter Rogers (Rogers Orchards).

Also present were Commissioner Steven Reviczky (Connecticut Department of Agriculture), chairman, and Henry Talmage (Connecticut Farm Bureau Association) and Dean Gregory Weidemann (University of Connecticut), vice chairs, from the Governor's Council for Agricultural Development; Margaret Chatey (Connecticut Farm Bureau Association); and Linda Piotrowicz (Connecticut Department of Agriculture).

Working group members Scott Danis, Ahold/Stop and Shop), Becky Jones (Connecticut Beekeepers Association), George Motel (Connecticut Farm Wine Development Council), and Michael Theiler (Connecticut Seafood Council) were absent.

#### II. GOVERNOR'S COUNCIL FOR AGRICULTURAL DEVELOPMENT

Co-chair Guida provided an overview of the council, its Grow Connecticut Farms strategic plan, and progress to date.

#### III. INTRODUCTION OF WORKING GROUP ASSIGNMENT

Co-chair Orr provided a background on GCAD working groups and introduced the assignments that the Marketing group will be undertaking in 2014: (1) Identifying Connecticut Grown sectors and messages; (2) Identifying potential partnerships for message dissemination. He gave a brief history of work and findings leading up to the assignment, and asked members to share more information about themselves, their businesses, and their backgrounds relative to the assignment.

#### IV. STRATEGY FOR DEVELOPING DRAFT DELIVERABLES

The group engaged in an in-depth discussion about its assignment and related broader issues. It came to consensus that marketing Connecticut agricultural products is a complex topic due to the diversity of farming operations, their products, and markets.

#### V. TOWN HALL MEETING DAY

The group discussed the upcoming agricultural town hall meeting day scheduled for January 29, 2014, at the State Capitol. A session dedicated to marketing will include a public comment period and a panel discussion, for which the working group will develop questions.

#### VI. RECAP AND NEXT STEPS

Co-chair Guida recapped the highlights of the discussion and the next steps, which include working via email over the next week to develop questions for the town hall meeting. He and his co-chairs will report back to the Governor's Council for Agricultural Development at its February 4, 2014, meeting, and the Marketing working group will meet again on February 27, 2014.

#### VII. ADJOURNMENT

There was no further business and co-chair Guida adjourned meeting at 3:03 p.m.

Respectfully submitted by Linda Piotrowicz  
January 9, 2014